



## GOOD DESIGN AUSTRALIA – BRP WINS THREE PRESTIGIOUS AWARDS

Julio 11, 2019



**Valcourt, Quebec, July 11, 2019** – Once again, the ingenuity and thirst for innovation of BRP's teams have been recognized at the Good Design Australia awards. BRP has been awarded three prestigious prizes in two different categories for outstanding design and innovation. Here are the winners:

Automotive and Transport category:

- Sea-Doo FISH PRO
- Can-Am Ryker

Sport and Lifestyle category:

- LinQ System for Coolers (51 L)

"Receiving a recognition as prestigious as Good Design Australia always makes us extremely proud. This demonstrates that our teams maintain their outstanding expertise, creativity and ingenuity year after year", said Denys Lapointe, Senior Vice-President, Design, Innovation and Creative Services at BRP.

### Comments from the Good Design Awards Jury

- Sea-Doo FISH PRO

"This is brimming with clever ideas to turn a personal watercraft into a recreational fishing craft. The bespoke touches, such as the dedicated holder for the Garmin Fish Finder, the easily detachable and transportable esky (with ruler) and the side-saddle rear seat and gunwale non-slip footrest all tick clever design boxes."

- Can-Am Ryker

"A striking design, high end look and feel with superior quality moulding materials. The jury was impressed by the adjustable ergonomics, so riders of different sizes and shapes can position key features to suit their own style."

- LinQ System for Coolers

"What a brilliant design concept brought to reality by a design team that lives and breathe this sector. This is such a novel idea that will open up a whole new raft of possibilities and functions for the end-user. Every aspect of this product has been meticulously designed - form, function, material selection, ergonomics, aesthetics, design for manufacture - all coming together to create a world class product with high market appeal. Well done BRP Design for continually setting the bar for good design in this category."

### 2019: maybe another record year in terms of awards for BRP

Last year, BRP marked a record year with 15 design awards in total. 2019 is off to a strong start, and BRP's design and R&D team intends to outdo itself again. It promises to be a good 2019 year for BRP in terms of recognition of our passion in action.

### About Good Design Australia

Good Design Australia is one of the oldest and most prestigious international design awards in the world. Having three products recognized during this competition shows how BRP shines on the world stage for design, alongside many important players in the industry.

**About BRP**

We are a global leader in the world of powersports vehicles, propulsion systems on over 75 years of ingenuity and intensive consumer focus. Our portfolio of industry-leading and distinctive products includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am on- and off-road vehicles, Alumacraft and Manitou boats, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. We support our lines of product with a dedicated parts, accessories and clothing business to fully enhance your riding experience. With annual sales of CA\$5.2 billion from over 120 countries, our global workforce is made up of approximately 12,500 driven, resourceful people.

[www.brp.com](http://www.brp.com)

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**For information:**

Elaine Arsenault

Senior Advisor, Media Relations

Tel: +1.514.732.7092

medias@brp.com